

Rep Order# 9851320 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 68011

Printed: 10/25/2012 8:11 AM
Last Received: 10/24/2012 5:16 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 21
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //21
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.5 10/24
LN 21- REVISED TP
PLS CF- CHRISTINA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*21	SU	1P-4P	NFL	:30	\$9,500.00	10/28-10/28	2	1	2	\$19,000.00	
				Sales Remark: V5 *REVISED TP								
				V3 Comment Changed, Spots/week Changed								
				V5 Time Changed, Comment Changed								
	*25	W-F,M-TU	7P-730P	INSIDE	:30	\$2,500.00	10/24-10/30	5	1	5	\$12,500.00	
				V3 Added								
	*26	W-F,M-TU	730P-8P	ET	:30	\$3,000.00	10/24-10/30	5	1	5	\$15,000.00	
				V3 Added								
	*27	F	10P-11P	BLUE	:30	\$8,500.00	10/26-10/26	1	1	1	\$8,500.00	
				V3 Added								
	*28	SA	11P-1130P	NEWS	:30	\$2,500.00	10/27-10/27	1	1	1	\$2,500.00	
				V3 Added								
	*29	SU	9A-1030A	NEWS	:30	\$2,500.00	10/28-10/28	3	1	3	\$7,500.00	
				V3 Added								

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Salesperson () ALEXANDRA BRADLEY
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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	*30	SU	1030A-11A	FACE NATION	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
			V3 Added									
	*31	SU	7P-8P	60 MIN	:30	\$12,000.00	10/28-10/28	1	1	1	\$12,000.00	
			V3 Added									
	*32	SU	11P-1135P	NEWS	:30	\$2,500.00	10/28-10/28	1	1	1	\$2,500.00	
			V3 Added									

---REPORT TOTALS---

Report Totals: 20 / \$81,000.00

---SALES MONTHLY TOTALS---

Oct 12: 77 / \$184,150.00 Nov 12: 38 / \$61,250.00

Sales Totals: 115 / \$245,400.00

Station Totals: 115 / \$245,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$613,500	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

1 of 2

Rep Firm
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Salesperson Phone# 202-955-5342
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--- REMARKS ---

pls see line 21 time spec change
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*21	SU	4P-730P	NFL	:30	\$9,500.00	10/28-10/28	2	1	2	\$19,000.00	
		Station Remark: V4 game airs 1-4p. pls change time specs to air in game										
		V3 Comment Changed, Spots/week Changed										
	*25	W-F,M-TU	7P-730P	INSIDE	:30	\$2,500.00	10/24-10/30	5	1	5	\$12,500.00	
		V3 Added										
	*26	W-F,M-TU	730P-8P	ET	:30	\$3,000.00	10/24-10/30	5	1	5	\$15,000.00	
		V3 Added										
	*27	F	10P-11P	BLUE	:30	\$8,500.00	10/26-10/26	1	1	1	\$8,500.00	
		V3 Added										
	*28	SA	11P-1130P	NEWS	:30	\$2,500.00	10/27-10/27	1	1	1	\$2,500.00	
		V3 Added										
	*29	SU	9A-1030A	NEWS	:30	\$2,500.00	10/28-10/28	3	1	3	\$7,500.00	
		V3 Added										
	*30	SU	1030A-11A	FACE NATION	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
		V3 Added										

Rep Order# 9851320 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 68011

Printed: 10/24/2012 9:14 AM
Last Received: 10/23/2012 8:31 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 21
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //21
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*31	SU	7P-8P	60 MIN	:30	\$12,000.00	10/28-10/28	1	1	1	\$12,000.00	
			V3 Added									
	*32	SU	11P-1135P	NEWS	:30	\$2,500.00	10/28-10/28	1	1	1	\$2,500.00	
			V3 Added									

---REPORT TOTALS---

Report Totals: 20 / \$81,000.00

---SALES MONTHLY TOTALS---

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Station Totals: 115 / \$245,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$613,500	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, October 23, 2012 3:08 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 68011

Station: WKRC-TV

Order Information:
Order #: 68011
Order Total: \$173,900.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09851320
Estimate #: 21
Flight Dates: 10/24/12 - 10/30/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (68011-21-1):

Rate: \$9,500.00
Air Date: Sun 10/28/12
Eligible Days: -----Su
Inventory Code: NFL Regular Season
Inventory Description: Regular Season
Inventory Code Time: 4:00 PM-7:30 PM
Spot Type: NM
Restricted: Earliest start: 4:00:00 PM, Latest end: 7:30:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

*K Saw 1-4P (AFC FB)
on 10/28 MWC*

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--- REMARKS ---

REVISED ORDER. SPOTS ADDED PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*21	SU	4P-730P	NFL	:30	\$9,500.00	10/28-10/28	2 P2	1	2	\$19,000.00	
				Sales Remark: V3 1X ADD								
				V3 Comment Changed, Spots/week Changed								
	*25	W-F,M-TU	7P-730P	INSIDE	:30	\$2,500.00	10/24-10/30	5 P1	1	5	\$12,500.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*26	W-F,M-TU	730P-8P	ET	:30	\$3,000.00	10/24-10/30	5 P1	1	5	\$15,000.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*27	F	10P-11P	BLUE	:30	\$8,500.00	10/26-10/26	1 P1	1	1	\$8,500.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*28	SA	11P-1130P	NEWS	:30	\$2,500.00	10/27-10/27	1 P2	1	1	\$2,500.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*29	SU	9A-1030A	NEWS	:30	\$2,500.00	10/28-10/28	3 P1	1	3	\$7,500.00	
				Sales Remark: V3 ADD								
				V3 Added								

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---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	*30	SU	1030A-11A	FACE NATION	:30	\$1,500.00	10/28-10/28	1 P1	1	1	\$1,500.00	
			Sales Remark:	V3 ADD								
			V3 Added									
	*31	SU	7P-8P	60 MIN	:30	\$12,000.00	10/28-10/28	1 P1	1	1	\$12,000.00	
			Sales Remark:	V3 ADD								
			V3 Added									
	*32	SU	11P-1135P	NEWS	:30	\$2,500.00	10/28-10/28	1 P2	1	1	\$2,500.00	
			Sales Remark:	V3 ADD								
			V3 Added									

---REPORT TOTALS---

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		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null

Demos RA35+

Spot Manager: All, 10/24/12-10/30/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 68011

Line: 1

10/24/12	Wednesday	:51:52 AM	:30	\$600.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/24/12	Wednesday	:34:55 AM	:30	\$600.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/25/12	Thursday	:35:10 AM	:30	\$600.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/25/12	Thursday	:04:11 AM	:30	\$600.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/26/12	Friday	:28:44 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/26/12	Friday	:44:21 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/29/12	Monday	:05:56 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/29/12	Monday	:52:22 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/30/12	Tuesday	:44:36 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	5	MWASH-
10/30/12	Tuesday	:21:28 AM	:30	\$600.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 21		P-2	10	MWASH-

\$6,000.00

10

Line: 2

10/24/12	Wednesday	:36:07 AM	:30	\$450.00	2012MR	CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	10	MWASH-
10/24/12	Wednesday	:23:30 AM	:30	\$450.00	2012MR	CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/25/12	Thursday	:18:30 AM	:30	\$450.00	2012MR	CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/25/12	Thursday	:59:26 AM	:30	\$450.00	2012MR	CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/26/12	Friday	:53:45 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/26/12	Friday	:23:00 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/29/12	Monday	:54:30 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/29/12	Monday	:59:26 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/30/12	Tuesday	:37:20 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/30/12	Tuesday	:12:15 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	ROMNEY 4 PRESIDENT 21		P-2	5	MWASH-

\$4,500.00

10

Line: 3

10/24/12	Wednesday	:24:00 AM	:30	\$350.00	2012MR	M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/24/12	Wednesday	:16:40 AM	:30	\$350.00	2012MR	M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/25/12	Thursday	:15:40 AM	:30	\$350.00	2012MR	M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/25/12	Thursday	:33:20 AM	:30	\$350.00	2012MR	M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/26/12	Friday	:33:50 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/26/12	Friday	:15:10 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	10	MWASH-
10/29/12	Monday	:17:10 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/29/12	Monday	:58:26 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/30/12	Tuesday	:24:00 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/30/12	Tuesday	:07:05 AM	:30	\$350.00		M-F 9a-10a	9:00 AM-10:00 AM	ROMNEY 4 PRESIDENT 21		P-2	5	MWASH-

\$3,500.00

10

Line: 4

10/24/12	Wednesday	:14:25 AM	:30	\$350.00	2012MR	M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/24/12	Wednesday	:42:15 AM	:30	\$350.00	2012MR	M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/25/12	Thursday	:42:45 AM	:30	\$350.00	2012MR	M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/25/12	Thursday	:23:45 AM	:30	\$350.00	2012MR	M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	10	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/24/12-10/30/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 68011												
Line: 4												
10/26/12	Friday	:15:40 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/26/12	Friday	:31:50 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/29/12	Monday	:42:50 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/29/12	Monday	:24:45 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/30/12	Tuesday	:32:50 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/30/12	Tuesday	:14:40 AM	:30	\$350.00		M-F 10a-11a	10:00 AM-11:00 AM	ROMNEY 4 PRESIDENT 21		P-2	5	MWASH-
											\$3,500.00	10
Line: 5												
10/24/12	Wednesday	:35:06 PM	:30	\$650.00	2012MR	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/24/12	Wednesday	:51:36 PM	:30	\$650.00	2012MR	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/25/12	Thursday	:35:06 PM	:30	\$650.00	2012MR	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/25/12	Thursday	:51:06 PM	:30	\$650.00	2012MR	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	10	MWASH-
10/26/12	Friday	:36:36 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/26/12	Friday	:50:21 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/29/12	Monday	:35:36 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/29/12	Monday	:49:51 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/30/12	Tuesday	:43:06 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/30/12	Tuesday	:42:36 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	5	MWASH-
											\$6,500.00	10
Line: 6												
10/24/12	Wednesday	:04:33 PM	:30	\$850.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/24/12	Wednesday	:27:45 PM	:30	\$850.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/25/12	Thursday	:20:57 PM	:30	\$850.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/25/12	Thursday	:04:23 PM	:30	\$850.00	2012MR	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/26/12	Friday	:10:55 PM	:30	\$850.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/26/12	Friday	:28:25 PM	:30	\$850.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/29/12	Monday	:03:13 PM	:30	\$850.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/30/12	Tuesday	:04:18 PM	:30	\$850.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	5	MWASH-
											\$6,800.00	8
Line: 7												
10/24/12	Wednesday	:35:16 PM	:30	\$900.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	8	MWASH-
10/24/12	Wednesday	:50:53 PM	:30	\$900.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/25/12	Thursday	:42:37 PM	:30	\$900.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/25/12	Thursday	:49:53 PM	:30	\$900.00	2012MR	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	6	MWASH-
10/26/12	Friday	:49:08 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	9	MWASH-
10/26/12	Friday	:34:21 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	3	MWASH-
10/29/12	Monday	:36:11 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	4	MWASH-
10/29/12	Monday	:41:22 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	7	MWASH-
10/30/12	Tuesday	:57:21 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	5	MWASH-
10/30/12	Tuesday	:56:51 PM	:30	\$900.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 21		P-2	10	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/24/12-10/30/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 68011

Line: 7

				\$9,000.00							10	
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Line: 8

10/24/12	Wednesday	11:56 PM	:30	\$2,500.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
10/25/12	Thursday	1:19:57 PM	:30	\$2,500.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 21		P-2	5	MWASH
10/26/12	Friday	1:27:46 PM	:30	\$2,500.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 21		P-2	3	MWASH
10/29/12	Monday	1:20:19 PM	:30	\$2,500.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 21		P-2	4	MWASH
10/30/12	Tuesday	1:19:57 PM	:30	\$2,500.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH

				\$12,500.00							5	
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Line: 9

10/29/12	Monday	1:28:30 PM	:30	\$7,500.00		Mon Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
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				\$7,500.00							1	
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Line: 10

10/30/12	Tuesday	3:19:37 PM	:30	\$4,500.00		Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
10/30/12	Tuesday	7:58:05 PM	:30	\$4,500.00		Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH

				\$9,000.00							2	
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Line: 11

10/30/12	Tuesday	3:20:37 PM	:30	\$6,500.00		Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH
10/30/12	Tuesday	3:40:33 PM	:30	\$6,500.00		Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH

				\$13,000.00							2	
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Line: 12

10/24/12	Wednesday	3:40:08 PM	:30	\$7,500.00	2012MR	Wed Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
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				\$7,500.00							1	
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Line: 13

10/24/12	Wednesday	3:28:00 PM	:30	\$6,000.00	2012MR	Wed Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH
10/24/12	Wednesday	3:43:00 PM	:30	\$6,000.00	2012MR	Wed Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH

				\$12,000.00							2	
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Line: 14

10/25/12	Thursday	7:58:56 PM	:30	\$5,500.00	2012MR	Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
10/25/12	Thursday	3:15:13 PM	:30	\$5,500.00	2012MR	Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH

				\$11,000.00							2	
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Line: 15

10/26/12	Friday	3:19:37 PM	:30	\$5,000.00		Fri Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
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				\$5,000.00							1	
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Line: 16

10/27/12	Saturday	2:42:20 PM	:30	\$1,500.00		Big East Football	(12:30:00 PM-3:30:00	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
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				\$1,500.00							1	
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Line: 17

10/27/12	Saturday	1:03:21 PM	:30	\$2,500.00		SEC Football	(3:30:00 PM-7:00:00	PROMNEY 4 PRESIDENT 21		P-2	1	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/24/12-10/30/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 68011												
Line: 17												
				\$2,500.00							1	
Line: 18												
10/27/12	Saturday	5:58:56 PM	:30	\$1,200.00		Sat Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
				\$1,200.00							1	
Line: 19												
10/27/12	Saturday	5:57:56 PM	:30	\$1,400.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
				\$1,400.00							1	
Line: 20												
10/27/12	Saturday	4:44:47 PM	:30	\$3,500.00		Sat Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
				\$3,500.00							1	
Line: 21												
10/28/12	Sunday	2:19:13 PM	:30	\$9,500.00		NFL Regular Season	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/28/12	Sunday	2:57:26 PM	:30	\$9,500.00		NFL Regular Season	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
				\$19,000.00							2	
Line: 22												
10/28/12	Sunday	3:19:37 PM	:30	\$5,500.00		Sun Reg 2	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/28/12	Sunday	3:39:18 PM	:30	\$5,500.00		Sun Reg 2	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
				\$11,000.00							2	
Line: 23												
10/28/12	Sunday	3:19:02 PM	:30	\$5,500.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
10/28/12	Sunday	3:40:08 PM	:30	\$5,500.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
				\$11,000.00							2	
Line: 24												
10/28/12	Sunday	4:44:02 PM	:30	\$7,500.00		Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	2	MWASH-
10/28/12	Sunday	4:45:02 PM	:30	\$7,500.00		Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH-
				\$15,000.00							2	
Line: 25												
10/25/12	Thursday	7:28:34 PM	:30	\$2,500.00	2012MR	M-F 7p-730p	7p-730p	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH-
10/26/12	Friday	7:28:04 PM	:30	\$2,500.00		M-F 7p-730p	7p-730p	ROMNEY 4 PRESIDENT 21		P-1	2	MWASH-
10/29/12	Monday	7:05:26 PM	:30	\$2,500.00		M-F 7p-730p	7p-730p	ROMNEY 4 PRESIDENT 21		P-1	3	MWASH-
10/29/12	Monday	7:22:44 PM	:30	\$2,500.00		M-F 7p-730p	7p-730p	ROMNEY 4 PRESIDENT 21		P-1	5	MWASH-
10/30/12	Tuesday	7:04:56 PM	:30	\$2,500.00		M-F 7p-730p	7p-730p	ROMNEY 4 PRESIDENT 21		P-1	9	MWASH-
				\$12,500.00							5	
Line: 26												
10/25/12	Thursday	7:51:14 PM	:30	\$3,000.00	2012MR	M-F 730p-8p	730p-8p	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH-
10/25/12	Thursday	7:35:00 PM	:30	\$3,000.00	2012MR	M-F 730p-8p	730p-8p	ROMNEY 4 PRESIDENT 21		P-1	5	MWASH-
10/26/12	Friday	7:51:14 PM	:30	\$3,000.00		M-F 730p-8p	730p-8p	ROMNEY 4 PRESIDENT 21		P-1	2	MWASH-
10/29/12	Monday	7:36:00 PM	:30	\$3,000.00		M-F 730p-8p	730p-8p	ROMNEY 4 PRESIDENT 21		P-1	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/24/12-10/30/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 68011												
Line: 26												
10/30/12	Tuesday	7:35:59 PM	:30	\$3,000.00		M-F 730p-8p	730p-8p	ROMNEY 4 PRESIDENT 21		P-1	9	MWASH
											5	
Line: 27												
10/26/12	Friday	:28:00 PM	:30	\$8,500.00		Fri Reg 3	10p-11p	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH
											1	
Line: 28												
10/27/12	Saturday	1:20:40 PM	:30	\$2,500.00		11p Sa-Su Local 12 Nw	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
											1	
Line: 29												
10/28/12	Sunday	3:52:49 AM	:30	\$2,500.00		CBS Sun Morning	9a-1030a	ROMNEY 4 PRESIDENT 21		P-1	2	MWASH
10/28/12	Sunday	3:36:00 AM	:30	\$2,500.00		CBS Sun Morning	9a-1030a	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH
10/28/12	Sunday	3:59:26 AM	:30	\$2,500.00		CBS Sun Morning	9a-1030a	ROMNEY 4 PRESIDENT 21		P-1	3	MWASH
											3	
Line: 30												
10/28/12	Sunday	3:59:46 AM	:30	\$1,500.00		Face the Nation	1030a-11a	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH
											1	
Line: 31												
10/28/12	Sunday	7:39:38 PM	:30	\$12,000.00		Sun Reg 1	7p-8p	ROMNEY 4 PRESIDENT 21		P-1	1	MWASH
											1	
Line: 32												
10/28/12	Sunday	1:19:54 PM	:30	\$2,500.00		11p Sa-Su Local 12 Nw	11p-1135p	ROMNEY 4 PRESIDENT 21		P-2	1	MWASH
											1	
											115	
											115	
											115	
											115	
											115	
											115	

[Filtered by:] [Sorted by: Station]